

## Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY CANBERRA

UNCLAS STATE 037792

E.O. 11652: N/A

TAGS: OEXC

SUBJECT: NEW ZEALAND IV NOMINEE

FOR CAO FOR DAVID HITCHCOCK

BACKGROUND FOR YOUR DISCUSSIONS IN WELLINGTON:

1. WE HAVE TURNED DOWN WELLINGTON'S NOMINATION OF KEITH TYRRELL FOR IV GRANT. TYRRELL IS GENERAL MANAGER OF A SOUTH ISLAND BUSINESS FIRM, ARTHUR ELLIS & CO., LTD., MANUFACTURERS OF MATTRESSES AND BASES, DOWN BLANKETS, SLEEPING BAGS AND INDUSTRIAL WADDINGS.

2. WE QUOTE FROM THE SECTION ON HIS PROPOSED U.S. ACTIVITIES: "THESE ARE THE FIELDS WHICH WILL BE OF PARTICULAR INTEREST TO MR. TYRRELL, BOTH AS FAR AS SUPPLY OF RAW MATERIALS AND COMPONENTS IS CONCERNED, AND ALSO FROM MAKING AND MARKETING VIEWPOINT. HE SHOULD VISIT BEDDING MANUFACTURERS AND COMPANIES WHO MANUFACTURE COMPONENTS FOR BEDDING. ALSO, RETAILERS OF SUCH PRODUCTS TO STUDY MARKETING TECHNIQUES. BUSINESS MANAGEMENT, MARKETING AND OTHER COMMERCIALY-ORIENTED COURSES AND PROGRAMS AT THE UNIVERSITY OR POLYTECHNIC LEVEL ARE ALSO OF INTEREST."

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3. QUOTING ENTIRE SECTION ON EXPECTED RESULTS OF VISIT:

"AT A RELATIVELY YOUNG AGE, MR. TYRRELL HAS TAKEN A LEADERSHIP POSITION IN BUSINESS AND BUSINESS-RELATED COMMUNITY ACTIVITIES IN SOUTH ISLAND. AT ONE TIME HE WAS NOMINATED TO BE PRESIDENT OF THE DUNEDIN CHAMBER OF COMMERCE, BUT WAS FORCED TO DECLINE BECAUSE OF HIS NEW RESPONSIBILITIES AT ARTHUR ELLIS. HE IS MOVING QUICKLY IN THE BUSINESS WORLD AND HIS EXPOSURE TO U.S. BUSINESSMEN AND PRACTICES AS WELL AS LEADERS IN OTHER AREAS SHOULD HAVE LONG-LASTING POSITIVE EFFECTS IN A COUNTRY THAT HAS GOOD POTENTIAL INVESTMENT PROSPECTS AND GOOD MARKETS FOR THE U.S. AND IN A PART OF THAT COUNTRY IN WHICH THE NUMBER AND PERCENTAGE OF BUSINESSMEN WHO HAVE BEEN EXPOSED TO AMERICAN BUSINESS ARE FEWER AND LESS THAN IN THE MORE MAJOR BUSINESS CENTERS.

4. QUOTING OUR ENTIRE TURNDOWN CABLE: "DEPARTMENT CONCERNED THAT PRIMARY OBJECTIVE OF POST IN NOMINATING KEITH TYRRELL FOR IV GRANT IS COMMERCIAL AND CONSIDERS THAT WOULD BE INAPPROPRIATE USE OF EDUCATIONAL AND CULTURAL EXCHANGE PROGRAM FUNDS. UNLESS POST CAN PRESENT CONVINCING CASE, DEPARTMENT REGRETS UNABLE TO APPROVE TYRRELL NOMINATION." INGERSOLL

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